



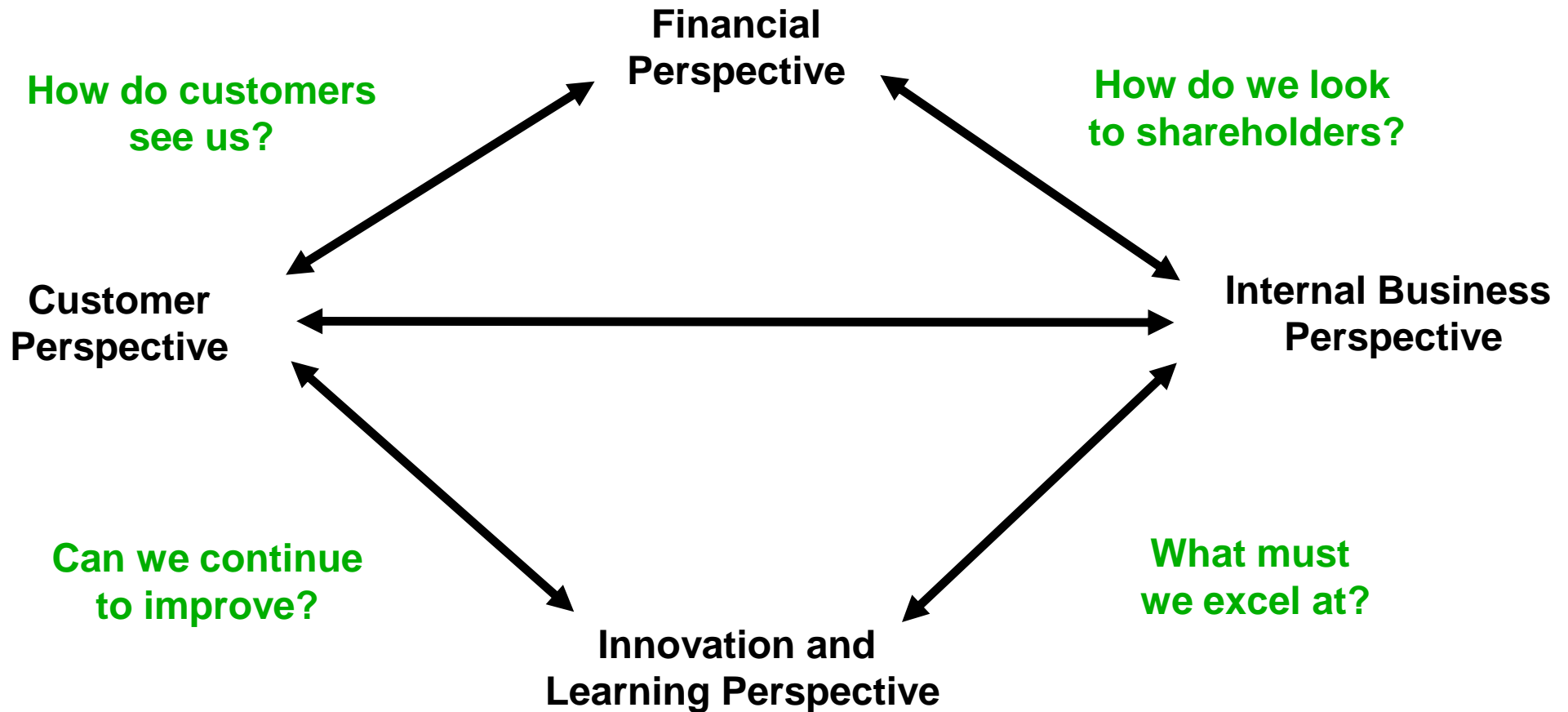
MARTA's Balanced Scorecard

Transit Planning Board
Performance Measures Committee

July 11, 2007



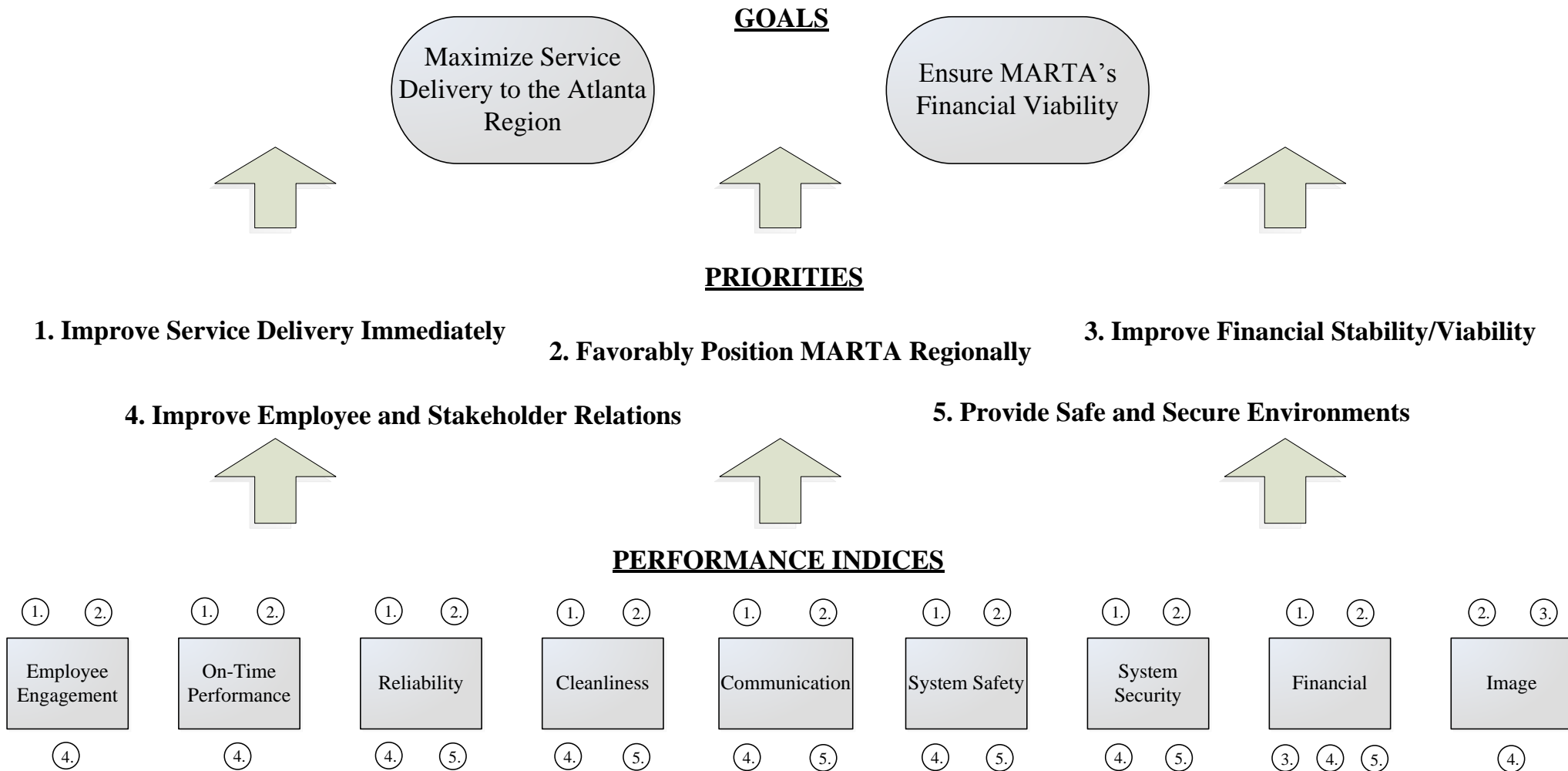
Kaplan and Norton's Balanced Scorecard Framework



MARTA's Balanced Scorecard Framework

- Is outcome based
- Provides flexibility to achieve desired outcomes
- Provides alignment with Authority-wide Goals

The Authority-wide scorecard is developed to link performance at all levels within the organization to Strategic Goals



Bus Ridership

Ridership - Microsoft Internet Explorer provided by MARTANet

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Ridership

Ridership for Fiscal Year
Data last updated: 30-JUN-2007

KPI: **Ridership**
Period: **Month (MARTA Fiscal Calendar)**
Measures: **Linked Trips, Unlinked Trips**
Compare To: **Target, Prior Year**

View by
MARTA Product: **BUS**

2007	Linked Trips		Unlinked Trips	
	Actual	Target Prior Year	Actual	Target Prior Year
July	2,604,121	2,994,950	2,520,041	5,501,959
August	3,044,833	2,740,140	2,741,044	6,103,170
September	2,867,538	2,824,539	3,128,497	5,797,247
October	2,818,339	3,236,401	3,022,498	5,895,316
November	2,959,337	2,855,898	2,714,015	5,919,083
December	2,585,833	2,853,140	2,831,491	5,549,378
January	2,869,326	2,811,249	2,777,329	6,009,143
February	2,646,315	2,826,009	2,814,233	5,318,340
March	3,153,917	3,090,730	3,053,415	5,914,122
April	3,059,430	2,978,547	2,742,245	5,773,863
May	3,317,868	3,043,879	2,912,563	5,742,112
June	N/A	2,760,541	3,141,607	N/A

Forecast data from June to June.

Ridership - Microsoft Internet Explorer provided by MARTANet

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Ridership

Ridership for Fiscal Year
Data last updated: 30-JUN-2007

KPI: **Ridership**
Period: **Month (MARTA Fiscal Calendar)**
Measures: **Linked Trips, Unlinked Trips**
Compare To: **Target, Prior Year**

View by
MARTA Product: **BUS**

Ridership - 2007

Last Update Period: **May, 2007**
Linked Trips - Actual: **3,317,868**

Bus Customer Feedback

Bus Customer Feedback - Microsoft Internet Explorer

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Bus Customer Feedback

Bus Customer Feedback for Fiscal Year
Data last updated: 29-JUN-2007

KPI: **Bus Customer**
Period: **Month (MART)**
Compare To: **Target**

View by

Feedback Category: All

2007	Actual	Target
July	537	580
August	624	580
September	544	580
October	623	580
November	570	580
December	542	580
January	681	580
February	623	580
March	790	580
April	746	580
May	886	580
June	689	580

Bus Customer Feedback - Microsoft Internet Explorer provided by MARTANet

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Bus Customer Feedback

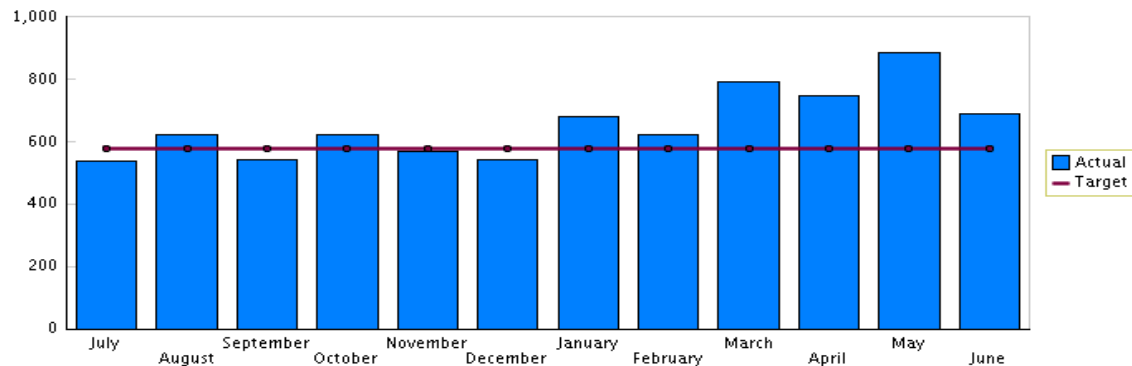
Bus Customer Feedback for Fiscal Year
Data last updated: 29-JUN-2007

KPI: **Bus Customer Feedback**
Period: **Month (MARTA Fiscal Calendar)**
Compare To: **Target**

View by

Feedback Category: All

Bus Customer Feedback - 2007



Last Update Period: June, 2007

Bus Customer Feedback - Actual: 689 Target: 580 Variation: 109 Percent: 118.79%

Done

Done

Internet

Start Inboxes - Microsoft Office Word 2007 TPB Presentation 2 Microsoft Office Word 2007 Bus Customer Feedback



Bus Customer Feedback Comparison

Bus Customer Feedback - Microsoft Internet Explorer provided by MARTANet

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Bus Customer Feedback

Bus Customer Feedback for Fiscal Year
Data last updated: 29-JUN-2007

KPI: **Bus Customer Feedback**
Period: **Month (MARTA Fiscal Calendar)**
From - To: **June, 2007**

View by
Feedback Category: **Comparison**

June	Bus Customer Feedback	
	Actual	Target
SERVICE	344 ✗	247
VEHICLE OPERATIONS	170 ✗	154
EMPLOYEE CONDUCT	144 ⚠	142
EQUIP/FACILITIES	10 ✗	9
FARE ISSUES	10 ✓	21
FARE EVASION	5 ✗	1
PLANNING	3 ✗	1
SUGGESTIONS	3 ✓	3
COMMENDATIONS	N/A	1
PASSENGER BEHAVIOR	N/A	1

Bus Customer Feedback - Microsoft Internet Explorer provided by MARTANet

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Back Forward Stop Search Favorites

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Bus Customer Feedback

Bus Customer Feedback for Fiscal Year
Data last updated: 29-JUN-2007

KPI: **Bus Customer Feedback**
Period: **Month (MARTA Fiscal Calendar)**
From - To: **June, 2007**

View by
Feedback Category: **Comparison**

Bus Customer Feedback - June, 2007

Feedback Category	Actual	Target
SERVICE	344	247
VEHICLE OPERATIONS	170	154
EMPLOYEE CONDUCT	144	142
EQUIP/FACILITIES	10	9
FARE ISSUES	10	21
FARE EVASION	5	1
PLANNING	3	1
SUGGESTIONS	3	3
COMMENDATIONS	N/A	1
PASSENGER BEHAVIOR	N/A	1

Bus Mean Distance Between Failures

Bus MDBF - Microsoft Internet Explorer provided by MARTANet

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Address http://dwbscqa.marta.net:8002/OA_HTML/jsp/b

Bus MDBF

Mean Distance Between Failures (MDBF) For Fiscal Year
Data last updated: 29-JUN-2007

KPI: **Bus MDBF**
Period: **Month (MARTA Fiscal Calendar)**
Compare To: **Target**

View by
Bus Garage: **All**

	Bus MDBF	
2007	Actual	Target
July	N/A	N/A
August	N/A	N/A
September	N/A	N/A
October	N/A	N/A
November	N/A	N/A
December	N/A	N/A
January	8,603	7,000
February	15,438	7,000
March	10,890	7,000
April	9,118	7,000
May	10,596	7,000
June	8,518	7,000

Bus MDBF - Microsoft Internet Explorer provided by MARTANet

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Address http://dwbscqa.marta.net:8002/OA_HTML/jsp/b

Bus MDBF

Mean Distance Between Failures (MDBF) For Fiscal Year
Data last updated: 29-JUN-2007

KPI: **Bus MDBF**
Period: **Month (MARTA Fiscal Calendar)**
Compare To: **Target**

View by
Bus Garage: **All**

Bus MDBF - 2007

Month	Actual	Target
January	8,603	7,000
February	15,438	7,000
March	10,890	7,000
April	9,118	7,000
May	10,596	7,000
June	8,518	7,000

Last Update Period: **June, 2007**
Bus MDBF - Actual: **8,518** Target: **7,000** Variation: **1,518** Percent: **121.68%**

Bus Mean Distance Between Failures Comparison

Bus MDBF - Microsoft Internet Explorer provided by MARTANet

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Bus MDBF

Mean Distance Between Failures (MDBF) For Fiscal Year
Data last updated: 29-JUN-2007

KPI: **Bus MDBF**
Period: **Month (MARTA Fiscal Calendar)**
From - To: **June, 2007**

View by
Bus Garage: **Comparison**

June	Bus MDBF	
	Actual	Target
HAMILTON MAINTENANCE MAIN	37,166 ✓	7,000
LAREDO MAINTENANCE MAIN	8,133 ✓	7,000
PERRY MAINTENANCE MAIN	5,563 ✗	7,000

Bus MDBF - Microsoft Internet Explorer provided by MARTANet

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Address http://dwbscqa.marta.net:8002/OA_HTML/jsp/bsc/BscKpiGraphPage.jsp?Printing=1

Bus MDBF

Mean Distance Between Failures (MDBF) For Fiscal Year
Data last updated: 29-JUN-2007

KPI: **Bus MDBF**
Period: **Month (MARTA Fiscal Calendar)**
From - To: **June, 2007**

View by
Bus Garage: **Comparison**

Bus MDBF - June, 2007

Bus Garage	Bus MDBF
HAMILTON MAINTENANCE MAIN	37,166
LAREDO MAINTENANCE MAIN	8,133
PERRY MAINTENANCE MAIN	5,563

Bus Mean Days Between Cleans

Bus MDBC - Microsoft Internet Explorer

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Back Forward Stop Home

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Bus MDBC

Bus MDBC for Fiscal Year
Data last updated: 30-JUN-2007

KPI: **Bus MDI**
Period: **Month (**
Compare To: **Target**

View by
Bus Garage: **All**

2007	Bus MDBC	
	Actual	Target
July	N/A	N/A
August	N/A	N/A
September	N/A	N/A
October	N/A	N/A
November	N/A	N/A
December	N/A	N/A
January	27.21	30.00
February	27.22	30.00
March	26.58	30.00
April	26.24	30.00
May	29.11	30.00
June	28.55	30.00

Bus MDBC - Microsoft Internet Explorer provided by MARTANet

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Back Forward Stop Home Search Favorites

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Bus MDBC

Bus MDBC for Fiscal Year
Data last updated: 30-JUN-2007

KPI: **Bus MDBC**
Period: **Month (MARTA Fiscal Calendar)**
Compare To: **Target**

View by
Bus Garage: **All**

Bus MDBC - 2007

Month	Actual	Target
July	N/A	30.00
August	N/A	30.00
September	N/A	30.00
October	N/A	30.00
November	N/A	30.00
December	N/A	30.00
January	27.21	30.00
February	27.22	30.00
March	26.58	30.00
April	26.24	30.00
May	29.11	30.00
June	28.55	30.00

Last Update Period: **June, 2007**
Bus MDBC - Actual: **28.55** Target: **30.00** Variation: **-1.45** Percent: **95.17%**

Bus Mean Days Between Cleans Comparison

Bus MDBC - Microsoft Internet Explorer provided by MARTA

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Address http://dwbscpd.marta.net:8000/OA_HTML/jsp/bsc/BscKp

Bus MDBC

Bus MDBC for Fiscal Year
Data last updated: 30-JUN-2007

KPI: **Bus MDBC**
Period: **Month (MARTA Fiscal Calendar)**
From - To: **June, 2007**

View by
Bus Garage: **Comparison**

June	Bus MDBC	
	Actual	Target
LAREDO MAINTENANCE MAIN	31.93 ⚠	30.00
PERRY MAINTENANCE MAIN	28.38 ✓	30.00
HAMILTON MAINTENANCE MAIN	24.29 ✓	30.00

Bus MDBC - Microsoft Internet Explorer provided by MARTANet

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Back Forward Stop Search Favorites

Address http://dwbscpd.marta.net:8000/OA_HTML/jsp/bsc/BscKpiGraphPage.jsp?Printing=1

Bus MDBC

Bus MDBC for Fiscal Year
Data last updated: 30-JUN-2007

KPI: **Bus MDBC**
Period: **Month (MARTA Fiscal Calendar)**
From - To: **June, 2007**

View by
Bus Garage: **Comparison**

Bus MDBC - June, 2007

Bus Garage	Actual	Target
LAREDO MAINTENANCE MAIN	31.93	30.00
PERRY MAINTENANCE MAIN	28.38	30.00
HAMILTON MAINTENANCE MAIN	24.29	30.00



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